

**PURCHASE ORDER**  
**REQUESTING DEPT. COPY**



**PHILIP MORRIS**  
 U.S.A.  
 120 PARK AVENUE, NEW YORK, N.Y. 10017

SHOW THIS ORDER NO.  
 ON YOUR INVOICE

CABLE ADDRESS: POLD NEW YORK  
 PHONE: AREA CODE 212-880-5000

PMO-05-73

DATE

12/19/91

VENDOR NO. 724486

VENDOR: MARKETING PERCEPTIONS INC.  
 15 ENGLE STREET  
 ENGLEWOOD, NJ

SHIP  
 TO

07631

PHILIP MORRIS U.S.A.  
 ATTENTION: SEE BELOW  
 120 PARK AVENUE  
 NEW YORK, NY

10057

REQUISITIONER	BUYER	BID REF/EXP. INT.	CONFIRMING TO	TAXABLE
F. CONTRACTS			KAREN EISEN	ALLOWED
F.O.B.	ROUTE VIA	PREPAID	TERMS	
DESTINATION		NO	NET 30	

1. Purchase Order number must appear on all invoices, bills of lading, cases, packing list and correspondence.
2. Invoices must be rendered on day of shipment to: 120 Park Avenue, N.Y., N.Y. 10017
3. Refer to PM USA Routing Guide for instructions on carrier selection and freight invoicing.

LINE	QUANTITY	UM	UNIT PRICE	AMOUNT
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MARLBORO PACKAGING/CANTON CONCEPTS EXPLORATORY RESEARCH IN  
 TWO MARKETS/SIX FOCUS GROUPS

1001 1 EA 24,200.00 24,200.00

PART/DESC CON FREE-00 FLAT FEE

\*\*\* VENDOR DELIVERY DATE 12/19/91 \*\*\*

DIST ACCT NY200 045923 5501000000

CONFIRMING \*\* DO NOT DUPLICATE

2045722118

By \_\_\_\_\_  
 PHILIP MORRIS U.S.A.

TOTAL AMOUNT

24,200.00